

**Philadelphia College of Osteopathic Medicine
Policy and Procedure - Website Management and Maintenance**

Prepared by: Marketing and Communications and Information Technology Services

Effective Date: July 1, 2016

Title: Website Management and Maintenance

Policy: The PCOM website is one of the most important communication and marketing tools for the entire College community. Keeping web content current and accurate is the shared duty of every department.

Every department head/chair is responsible for ensuring his or her section of the website is current and updated. Marketing and Communications and ITS provide the necessary support to make certain this important task is accomplished.

Purpose: To establish policy for the management and maintenance of pcom.edu.

Scope: Applies to all employees of PCOM.

Procedure:

1. Maintaining Website Content

PCOM web content is updated through the OU Campus content management system. Each department head/chair should assign an OU Campus contributor or a content editor.

The OU Campus contributor is responsible for making routine changes to departmental web pages, such as updating contact information or program details. The OU Campus contributor should have full working knowledge of OU Campus. The web team is responsible for OU Campus training. Updates that go beyond routine changes should be forwarded to the web team at webteam@pcom.edu.

Departments without a trained OU Campus contributor should designate a content editor to routinely review department pages. The content editor should forward all requests for changes to the web team at webteam@pcom.edu.

Department heads/chairs, or their designees, are responsible for approving all new content for their sections of the site.

2. Requesting Assistance

Questions related to pcom.edu should be directed to the web team at webteam@pcom.edu. The web team is available to assist with content updates (including program pages, faculty pages and event listings), online forms, page creation, new sections and technical issues including broken links or missing content.

When submitting a request, please include a detailed description of the issue or problem, including the URL of any applicable pages, as well as any error message or other information which will help the web team reach a solution.

Requests related to Nucleus and Blackboard should be directed to ITS by emailing HelpDesk@PCOM.edu.

3. Important Notice

All requests for web team assistance must be in writing and should be sent to webteam@pcom.edu or submitted through the [web team's online contact form](#). The web team strives to quickly handle all requests, but please keep in mind web content development can be time-consuming. More complicated requests may take weeks or months to complete. Additionally, some requests may require departmental approval before they can be undertaken. Please allow adequate time for the web team to process your request when establishing project timelines.